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# Innovation & Creativity a Competitive Edge in Business

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# NEWS RELEASE UNIVERSITY OF SAN DIEGO

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INNOVATION & CREATIVITY:  
A COMPETITIVE EDGE IN BUSINESS

### Topic of Oct. 12 USD Business Update Seminar

Some people are consistently creative; some companies are consistently innovative. How do they do it? Dr. Gary Whitney may have some answers for you as he examines "Innovation and Creativity in Business" at 8 a.m., Friday, Oct. 12 at USD Manchester Conference Center.

"Research suggests that individuals can be taught to be more creative and that companies can be structured to promote innovation," said Dr. Whitney, professor of management and Associate Dean of USD's School of Business Administration.

Whitney will review the practices that separate companies that lead the race to meet new opportunities from those that are left wondering why their market withered away.

Fee for the hour-long seminar is \$15. Continental breakfast is served at 7:30 a.m., with the seminar beginning at 8 a.m. The seminar is part of the USD Business Update series "Improving Your Competitive Edge in Business."

For additional information, please call Jackie Freiberg or Selena Minutelli at 260-4644.

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